

# BUSINESS PLAN COURSE

## FastTrac<sup>®</sup> New Venture Entrepreneurial Training

*An intensive, 10-week program that helps you evaluate  
business opportunities and develop an action plan for  
owning your own business!*

**REGISTRATION FEE: \$140\***

*\*Thanks to the financial support of MSU's  
Broadband Technology Opportunity*

*Program (BTOP) grant award, the registration fee of the class has been reduced  
from \$700 to \$140.*

**MICHIGAN STATE  
UNIVERSITY**

Mondays, 9:00 AM to 12:30 PM  
January 30 – April 9, 2012  
(There will be no class on February 20)

VELOCITY

Velocity  
Innovation Lab  
6633 18 Mile Road  
Sterling Heights, MI 48314

REGISTER / ADDITIONAL INFORMATION  
Email: [Denise.Mentzer@macombcountymi.gov](mailto:Denise.Mentzer@macombcountymi.gov)  
Phone: (586) 469-5118

### SPONSORED BY



Macomb County  
Department of  
Planning & Economic  
Development

### PRESENTED BY



PURE MICHIGAN<sup>®</sup>  
Michigan Economic Development Corporation



*Funded in part through a  
cooperative agreement  
with the U.S. Small  
Business Administration.*

Session Date	Session Topic	Key Questions
<b>- Setting Direction -</b>		
Jan 30	Exploring Entrepreneurship	<ul style="list-style-type: none"> <li>• What is entrepreneurship?</li> <li>• What are the characteristics of a successful entrepreneur?</li> <li>• What is my personal vision?</li> <li>• What is a business concept statement?</li> </ul>
Feb 6	Identifying and Meeting Market Needs	<ul style="list-style-type: none"> <li>• How do I identify potential business opportunities?</li> <li>• Does my business concept represent an opportunity in the marketplace?</li> <li>• What is market research and why is it important for my business concept?</li> </ul>
Feb 13	Setting Financial Goals	<ul style="list-style-type: none"> <li>• How does financial planning affect the success of my business?</li> <li>• How do I set financial goals for my business?</li> <li>• What types of costs do I need to identify and plan for?</li> <li>• What sources of funding are realistically available for my start-up and ongoing operations?</li> </ul>
<b>- Taking Action -</b>		
Feb 27	Planning the Product/Service	<ul style="list-style-type: none"> <li>• What are the unique features and benefits of my product / service?</li> <li>• What intellectual property does my business have and how do I protect it?</li> <li>• How do I get started writing my business plan?</li> </ul>
Mar 5	Researching and Analyzing the Market	<ul style="list-style-type: none"> <li>• What common distribution channels does my industry use?</li> <li>• Why is a competitive advantage important to my business?</li> <li>• Who is the ideal target market for my product / service?</li> <li>• What is a marketing plan and why is it important to my business?</li> </ul>
Mar 12	Reaching the Market	<ul style="list-style-type: none"> <li>• How do I define my company's brand?</li> <li>• What marketing strategies and activities will I use to market my product / service?</li> <li>• What is the most effective way to sell my product / service?</li> <li>• How will I know my marketing strategies are working?</li> </ul>
Mar 19	Building the Organization and Team	<ul style="list-style-type: none"> <li>• What is the best legal form of doing business for my concept?</li> <li>• How will I manage key business functions?</li> <li>• Where and how will I find the right people for my organization?</li> <li>• What outside professionals and contractors will I use?</li> </ul>
Mar 26	Planning for a Profitable Business	<ul style="list-style-type: none"> <li>• What are the steps to profitability?</li> <li>• How do I accurately project sales, cost of goods sold, and operating expenses?</li> <li>• How do I use financial concepts to assess and monitor profitability?</li> </ul>
Apr 2	Monitoring Cash Flow and Seeking Funds	<ul style="list-style-type: none"> <li>• How do I project expected cash flows for my business?</li> <li>• What kind of funding will I need for operations and growth?</li> <li>• What are some ways to strengthen the cash flow of my business?</li> </ul>
Apr 9	Implementing Next Steps	<ul style="list-style-type: none"> <li>• What are the final steps in the business planning process?</li> <li>• How can I effectively communicate my business plan in an oral presentation?</li> <li>• What resources are available in my community for ongoing business planning?</li> </ul>